

TALENT	SHOW	TOPIC	LENGTH
M. Na, S. Atkins, D. Schwimmer, E. McCormack, S. Chalke, A. Kingston, J. Malina	ER, Friends, Will & Grace, Scrubs, The West Wing	Prejudice	:30
David Schwimmer	Friends	Internet Safety	:30
Eric McCormack	Will & Grace	Prejudice	:30
Brittany Snow	American Dreams	Parental Involvement	:30
A. Kingston, S. Atkins, D. Schwimmer, E. McCormack, S. Chalke, M. Na, G. Visnjic, J. Malina	ER, Friends, Will & Grace, Scrubs, The West Wing	Prejudice	:30
Ming-Na	ER	Prejudice	:10
Eric McCormack	Will & Grace	Judging	:10
Goran Visnjic	ER	Mentoring	:10
Alex Kingston	ER	Parental Involvement/Drugs & Alcohol	:10
Sharif Atkins	ER	Bullying	:10
Christopher Meloni	Law & Order: SVU	Parental Involvement	:10
Mariska Hargitay	Law & Order: SVU	Child Abuse	:10
Eric McCormack	Will & Grace	Reading	:10
Sarah Chalke	Scrubs	Smoking	:10
Joshua Malina	The West Wing	Prejudice	:10
Gail O'Grady	American Dreams	Mentoring	:10
Brian Williams	NBC News	Parental Involvement in School	:10
David Schwimmer	Friends	Bullying	:10
Brittany Snow	American Dreams	Diversity	:10
Alex Kingston	ER	Safety Belts	:10
Sarah Chalke	Scrubs	Designated Driver	:10
Goran Visnjic	ER	Parental Involvement	:10
David Schwimmer	Friends	Internet Safety	:10
Mariska Hargitay	Law & Order: SVU	Rape	:10
Sharif Atkins	ER	Drinking & Driving	:10
Brian Williams	NBC News	Reading	:10
Ming-Na	ER	Parental Involvement in School	:10
Christopher Meloni	Law & Order: SVU	Internet Safety	:10
Brittany Snow	American Dreams	Parental Involvement	:10
Gail O'Grady	American Dreams	Reading	:10
Brittany Snow	American Dreams	Smoking	:10
Joshua Malina	The West Wing	Parental Involvement	:10

## **APPENDIX C**

**(Sampling of Station-Supported Community Events by WRC-TV, Washington, DC)**

**Howard University.** For the fourth year, the Station hosts a class with HU School of Communications juniors and seniors here at the station. It is a three-credit course, taught in the spring semester. The Station's Community Affairs Director created the syllabus and functions as the class facilitator and coordinator. The class of 14 students meets weekly at the Station. Each session is taught by one of the Station's department heads. The students end the semester with written and oral presentations summarizing their understanding of at least one aspect of television operations.

**NBC4 Health and Fitness Expo.** The Expo features over 100 non-profits organizations. These organizations provide, among other items, HIV Testing, eye testing, CPR training, blood donations and marrow donor screening, blood pressure screening, diabetic screening, eating disorders, blood sugar testing, cancer screenings, child passenger safety seat demonstrations. The non-profits groups participating included African American, Asian American, Hispanic and others. In 2004 alone, more than 65,000 people attended.

**Groundhog Shadow Day.** This day event enables students from around the region to come to the Station and "shadow" employees in various departments.

**Black History Month Essay Contest.** The Station conducts an essay contest for high school students throughout the region. This year's subject asked why black history month is important. We received approximately 200 eligible essays. The winning students received cash awards of \$500, \$1000, \$1500 and \$2000. The Station also produced and aired a vignette featuring the winning students reading portions of their essay.

**Washington Informer Spelling Bee.** The Station's Jim Handly and Wendy Rieger present this annual spelling bee that features twenty-eight students representing the DC public, chartered and non-public schools. The Station broadcasted the hour-long spelling bee on Saturday, April 3.

**Greater Washington Urban League's Whitney Young Dinner.** The Station was presented with the "gold level" award by the Urban League for being a sponsor for the annual dinner. The Station's general manager, Michael Jack, is a Board Member, while Aisha Karimah represented the Station on the dinner committee.

**National Conference for Community & Justice Media Day of Dialogue for Media and Community.** This day event is sponsored by the Station, which spotlights ways to ensure responsible, accurate, unbiased and culturally sensitive reporting.

**MS Walk Phone Bank 4.** The Station is the exclusive TV partner of the MS Walk Phone Bank 4, which is broadcasted in the 10am, 4pm and 5pm newscasts. The phone bank's role is to recruit volunteers, register walkers and educate its viewers about the multiple sclerosis disease.

**United States Telecommunications Training Institute.** The Station is a partner with

the USTTI for the last several years. It offers international scholars a limited internship opportunity to observe television operations from the production and community and marketing perspectives. This year, the Station's scholar was a broadcaster from Ghana.

**Al Roker's Lend-A-Hand Today.** NBC4 Community Affairs and the Today Show identifies a local organization in the DC area, *Life Pieces to Masterpieces, Inc.* for Al Roker's Lend –A- Hand Today campaign. The group is found in a public housing complex that does not receive positive attention. The Station's Meteorologist Clay Anderson and Al Roker surprised the leaders and youth of the organization with a new SUV and thousands of dollars worth of materials and supplies to assist the group with serving the youth in its community.

**MS Walk.** For the tenth year, the Station sponsored the annual MS Walk, which raises awareness as well as funds to help end the devastating effects of multiple sclerosis. The Station's Susan Kidd served as this year's Honorary Chair.

**18<sup>th</sup> Annual Washington International FilmFest Phone Bank 4.** The Station is an exclusive TV partner of the WIFF Phone Bank, which is aired during the 10am, 4pm and 5pm newscasts to help recruit volunteers. Reporter Arch Campbell participates in the FilmFest.

**Archbishop Carroll High School Career Day.** For the seventh year, the Station hosts the communications workshop for the school's annual Career Day. The Station's talent and staff participate in the half-day interactive session with students who are interested in television broadcasting careers.

**Focus On Kids' Safety Gala Fundraiser.** The Station hosts this fundraiser, which is partnered with the Metropolitan Center for Assault Prevention. Anchor Jim Handly was the master of ceremonies. The Station's promotions department produced and aired a public service announcement for this fundraiser.

**Freddie Mac's Hoops 4 the Homeless.** The Station sponsors a three-on-three basketball fundraiser. The event benefits three community groups that provide services to the homeless population. The Station's Tom Sherwood, James Adams and Clay Anderson participated as celebrity referees.

**Free Student Career Workshops.** The free workshops are hosted at the Station. It is in partnership with the NATPE Educational Foundation. College students who are interested in broadcasting careers attended these workshops where the Station's General Manager and other NBC4 staff were panelists.

**Hispanic Heritage Youth Awards Regional Ceremony.** The Station's Mary Alice Salinas has been the co-MC of the awards ceremony. Prior to the ceremony, the winning students received a tour of the Station and an opportunity to meet with the Station's General Manager.

**National Conference for Community and Justice Dinner.** The Station's Community Affairs Director represents the Station as a member of the NCCJ Board and sponsor of the annual dinner. The Station's Tom Sherwood was the dinner's MC.

**Diabetes Tour De Cure Phone Bank 4.** As an exclusive TV partner, the Station airs the phone bank during its 10am, 4pm and 5pm newscasts to recruit volunteers, register walkers and discuss the seriousness of diabetes.

**Linowes Leadership Awards.** For the third year, The Station partnered with the Community Foundation of the National Capital Area in hosting a reception in Studio A (with Station personality Arch Campbell as the MC) to recognize six local heroes. The Station produces and broadcasts a profile of each honoree.

**Alexandria Red Cross Waterfront Festival.** The festival is a fundraiser for the Alexandria Chapter of the American Red Cross. The Station was a sponsor of the event.

**Camp 4 Kids campaign.** As part of NBC4's Working 4 Children campaign, the Camp 4 Kids project raises money to send area children with special needs to camp. The four camps that receive Camp 4 Kids funds are Camp Fantastic, which serves youngsters who've been diagnosed with cancer; Camp Virginia Jaycee, which serves those who have mental disabilities; Camp Ernest Brown, which serves financially disadvantaged children; and Camp Letts, which reserves spaces for homeless children. The Station has supported this effort for 11 years.

**The Tour de Cure.** The fundraising event supports the American Diabetes Association's mission to prevent and cure diabetes and improve the lives of people affected by diabetes. The Station is a partner with the American Diabetes Association and a sponsor of this fundraising event at the Pavilion, Reston Town Center, and Reston, VA.

**Kids Extravalooza: The First Adventure.** The Station partnered with the National Capital Children's Museum to provide an event with hands-on learning and fun-filled afternoon for children. The Station news anchor Doreen Gentzler served on the planning committee and news anchor Susan Kidd was the MC. The Station's promotions department produced and broadcasted public service announcements promoting the event.

**Boys and Girls Clubs of Metropolitan Washington.** The Station partners with the National Quarterback Club to fundraise for the Boys and Girls Clubs.

**NBC4 Safe and Secure Campaign.** The Station has launched a new campaign to educate its viewers about personal and public safety in their daily lives. The campaign covers issues such as auto safety, computer safety, home safety, public safety and environmental safety. Congresswoman Eleanor Holmes Norton, Congressman Albert Wynn, Fire and Police Chiefs, many organizations from DC and Prince George's County

and corporations were participants of the launch.

**Get Healthy 4 Life Luncheon.** The Station hosted a one-year luncheon celebration to honor the GH4L campaign at the Station in Studio A. GH4L is a health education and awareness campaign to help NBC4's viewers create healthy habits for themselves and their families. Four ambassadors and advisory committee members of the campaign attended the luncheon.

**Tyler House Community Center.** For the fourth year, the Station's Community Affairs Department collected new school supplies for needy students. This year the supplies were donated to the Tyler House Community Center for distribution to needy students.

**NBC4 Digital Edge Expo.** The Expo featured over fifty non-profit groups that demonstrate how technology is used in education, and among other items, security and health. The Expo is a free family and consumer technology event to help bridge the digital divide. The event was held at the Washington Convention Center.

**Annual Black Family Reunion Celebration.** The annual event was held on the National Mall and was sponsored by NBC4 in partnership with the National Council of Negro Women. The Station has sponsored the event for 10 years, and this year sponsored the Health Pavilion in an effort to spread the Station's Get Healthy 4 Life campaign message in the community.

**Latino Essay Contest.** In partnership with the local Telemundo affiliate, the Station has, for the past six years, conducted an essay contest and a reception for area Latino high school students. This year's subject drew on the positive aspects of being Latino in the U.S. The Station received over 100 essays. The winning students received laptop computers and cash awards ranging from \$1000 to \$2000.

**National Museum of the American Indian.** The Station promoted the grand opening of the museum, which aired over thirty minutes of news stories and produced and broadcasted a public service announcement. As a partner of the national museum, NBC4 also promoted the POW WOW held on the National Mall in 2002 and this year. In addition, the Station linked the museum's website to nbc4.com.

**Annual Bluebird Blues Festival.** Partnered with Prince George's Community College, the Station helped present the annual blues festival. It is held at PGCC's campus and is one of the largest blues festivals in the Washington area. The festival attracted more than 15,000 visitors last year.